

## Task 1

Read and make notes on this Study Presentation on the business concept of Added Value

<https://www.tutor2u.net/business/reference/adding-value-and-the-transformation-process>

Next...

Read the articles on the 0 Star and 7 Star hotels.

1. <https://www.telegraph.co.uk/travel/hotels/3532665/Zero-star-hotel-to-open-in-Swiss-nuclear-bunker.html>
2. [http://www.dailymail.co.uk/travel/travel\\_news/article-3199337/My-night-billion-dollar-hotel-revolving-beds-chauffeur-driven-Rolls-Royces-Dubai-s-seven-star-Burj-Al-Arab-s-cracked-be.html](http://www.dailymail.co.uk/travel/travel_news/article-3199337/My-night-billion-dollar-hotel-revolving-beds-chauffeur-driven-Rolls-Royces-Dubai-s-seven-star-Burj-Al-Arab-s-cracked-be.html)

Answer the following question:

*To what extent is the concept of 'Adding Value' the most important factor in determining the success of a hotel business?*

(16 marks)

## Task 2

Conduct your own research into the current issues facing businesses during the Covid-19 crisis.

Choose **two** businesses, from **different sectors**, that have seen a **positive** impact and **two** that have seen a **negative** impact. For each business, explain the following:

1. What has been the impact on the business?
2. Explain the factors that have led to this impact
3. What has the business been doing to try and reduce/capitalise on the impact?
4. Use research to explain what the long-term effect on the business might be